

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# IRIS From "TOP of the WORLD"

## BOULDER, COLORADO

**Special Offers**

ALL PREPAID

**"Carmichael" Collection**  
All for 70c

Crystal Beauty  
Gudrun  
Selene  
Venus de Milo  
One Each these  
"Polar Bears," 70c

**Six Delicious Favorites**  
All for \$1.50

Amentl  
Black Douglas  
Ethelwyn DuBuar  
Happy Days  
M. F. David  
Spokan  
**ONE EACH, \$1.50**

**Mountain Collection**  
All for \$3.00

Black Wings  
Blue Monarch  
Blue Triumph  
Blue Velvet  
El Capitan  
Ethelwyn DuBuar  
Golden Flare  
Happy Days  
Largo  
M. A. Porter  
Mirasol  
Petruchio  
Pres Pilkington  
Red Dominion  
Sacramento  
Selene  
Sir Michael  
Thuratus  
Trail's End  
War Eagle  
**ONE EACH, \$3.00**

**Colorful Colorado Collection**  
All for \$9.00

Amentl  
Amitola  
Black Douglas  
Black Wings  
California Gold  
Cheerio  
Dauntless  
Depute Nomblot  
Deseret  
Destiny  
Dore  
Dymia  
Elkhart  
Ella Winchester  
El Tovar  
Eros  
Far West  
Fascination  
Happy Days  
Irma Pollock  
Jean Cayeux  
Lucrezia Bori  
Marco Polo  
Meldoric  
M. F. David  
Naranja  
Nowata  
Natoma  
Picador  
Ozone  
Red Dominion  
Rusty Gold  
San Diego  
Sierra Blue  
Sir Lancelot  
Striped Leaves  
Taos  
Wine Glory  
Winneshek  
**ONE EACH, \$9.00**

(See Next Page)

Prepaid Prices for Fall Planting, 1940

## Long's Gardens, Boulder, Colorado

**Plant IRIS Any Time Before Ground Freezes Up For Winter**

Our mile-high altitude, dry air, abundant sunshine—all combine to produce clean, healthy stock.

Winters are cold enough to eliminate varieties that will not do well in every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

From top of world, J. D. sex 's,  
Come Iris roots from borer-free.  
Each year they go to every state;  
Reports come back,  
**THEY'RE BLOOMING GREAT!**

Prices are for standard divisions.  
Each Iris Root Plainly Labeled.  
(S. means Standards; F. means Falls.)

### Extra "Good Measure"

With each Iris order of \$2.00 or more, will be sent free, an extra variety, my selection. The larger the order the more valuable the "Surprise."

**Alta California** Yellow. Bronzed. Large ..... 25  
**Amentl** S, gray, F, light mauve. A ruffled pastel..... 25  
**Amitola** S, light russet vinaceous. F, Tourmaline pink... 60  
**Anitra** Pure verberna self with silky finish. Large blooms... 1.00  
**Attitash** Beautiful blend of blue, brown, buff, yellow... 15  
**Beowulf** S, rich brown. F, maroon, with brown margin... 75  
**Buechley's Giant** Immense light blue. And I do mean IMMENSE..... 25

**Black Douglas** S, dark violet. F, blackish violet. Blue beard tipped yellow..... 35  
**Black Wings** Intense deep blue, appearing almost black. Large. Fragrant..... 25  
**Blended Beauty** S, bronzy gold. F, golden salmon, flushed red..... 3.00  
**Blue Monarch** A clear, pure violet—blue self. 35  
**Blue Triumph** Clean, light blue. The flowers are very large and flaring and of heavy substance, with smooth, velvety finish... 25  
**Blue Velvet** Rich, deep blue, of heavy substance. 25  
**Brunhilde** Deep toned, violet-blue self. Blue beard.... 75  
**Burning Bronze** Very large dark metallic red with bronzy finish..... 50  
**Buto** S, royal purple. F, dark violet. Early. Free bloomer..... 25  
**California Gold** Tall, large deep yellow .... 50  
**Capri** A soft, pleasing combination of yellow and fawn..... 35  
**Cheerio** One of the most beautiful bicolors in existence. S, lustrous tan. F, brilliant, velvety red... 40  
**Claribel** Large plicata. Pure white, etched with blue. (Sold Out)  
**Clara Noyes** Blend of peach and apricot tones... 20  
**Claude Aureau** S, golden yellow. F, russet... 25  
**Copper Lustre** Huge flowers of bright copper, gold and pinkish tan blendings..... 1.00  
**Crystal Beauty** Fine large, pure white, tall... 25  
**Dauntless** A tall red self (standards slightly lighter).... 25  
**Depute Nomblot** Magnificent. S, purplish garnet-red..... 25  
**Deseret** S, intense yellow. F, yellow, overlaid velvety red except at edges..... 50

**Desert Dawn** Rich yellow—lavender blend..... 15  
**Desert Gold** Large yellow. Heavy substance ..... 35  
**Destiny** A new Iris from New Zealand. S, deep purple suffused bronze. F, velvety black-purple. Heavy substance. Very large. Tall... 1.00  
**Directeur Pinelle** Dark bronze-red Iris from France. S, clear coppery wine red. F, velvety garnet red ..... (Sold Out)  
**Dore** New color combination. S, light yellow. F, white..... 35  
**Dymia** Very large self purple, seems almost black. Dark blue beard intensifies the coloring..... 35  
**El Capitan** Giant flowered bluish violet. Stately... 25  
**Eleanor Blue** Soft blue. Deeper blue center.... 35  
**Eleanor Roosevelt** An Iris of rich purple. Blooms early in spring, then (in most sections) again in fall..... 25  
**Elkhart** Deep chestnut red. The color appears red to brown, according to lights. Large. Splendid... 1.00  
**Ella Winchester** Very large, intense red... 1.00  
**El Tovar** S, brown, shaded honey in center. F, long and flaring velvety red-brown with black flush... 60  
**Eros** A new color in Iris. Glorious salmon-pink. Large, lovely. 25  
**Ethelwyn DuBuar** A large beautiful pink with delightful ruffling. Definitely larger than Pink Satin. .... 25  
**Evolution** Coppery bronze self, with frilled standards.... 25  
**Far West** A warm and mellow blend salmon, golden sand, coral and henna. Soft glow at heart..... 1.00  
**Frieda Mohr** S, light lilac-pink, F, deep lilac-rose... 25  
**Germaine Perthuis** Mulberry purple. Striking orange beard..... 25



# Special Offers

CONTINUED

ALL PREPAID

## Mile High Collection All for \$5.00

Amentl  
Buechley's Giant  
Black Douglas  
Crystal Beauty  
Destiny  
Dymia  
Eleanor Roosevelt  
El Tovar  
Eros  
Evolution  
Far West  
Gudrun  
Happy Days  
Irma Pollock  
Jerry  
Legend  
Lucrezia Bori  
M. F. David  
Naranja  
Nene  
Rubeo  
Southland  
Spokan  
Suntan

ONE EACH, \$5.00

## Boulder Beauties All for \$7.00

Burning Bronze  
California Gold  
Capri  
Cheerio  
Destiny  
Far West  
Directeur Pinelle  
Dymia  
Elkhart  
Happy Days  
Lucrezia Bori  
Marco Polo  
Michelangelo  
Naranja  
Ozone  
Sir Lancelot  
Spokan  
Spring Cloud

ONE EACH, \$7.00

## Pride of Rockies Collection All for \$14.00

Blended Beauty  
Destiny  
Dymia  
Elkhart  
Far West  
Grace Mohr  
Indian Hills  
Jasmania  
Lucrezia Bori  
Marco Polo  
Michelangelo  
Naranja  
Nassak  
Wellington  
Southern Cross

ONE EACH, \$14.00

## \$2.20 Hillbilly Collection 20 Kinds for \$2.20

WE select the kinds, from stocks in largest supply at time order is filled. Cannot say in advance what kinds. But will be GOOD.

These 20 kinds, value \$5.00 or more, all for \$2.20, prepaid. (Each kind labeled.)

**Golden Flare** Lovely flame, rose-yellow blend... .15  
**Golden Treasure** Large creamy yellow flowers with glowing golden heart... 2.50  
**Grace Mohr** A Wm. Mohr seedling. Similar to William, but a bit deeper in tone. Taller and more hardy. Grand. Glorious... 2.50  
**Grace Sturtevant** Rich brown Iris... .25  
**Gudrun** Fine. Very large, lustrous white. Good substance... .35  
**Happy Days** Immense clear yellow. "It's stupendous, gigantic, colossal, amazing"... .25  
**Helios** A big, pale yellow, with light brown lining on falls... .25  
**Indian Chief** Red, blended with bronze... .25  
**Indian Hills** A rich true purple. Fine form... 1.00  
**Irma Pollock** Velvety carmine, lighter margin... .25  
**Jasmania** S, yellow, slightly ruffled. F, same tone of yellow, with lavender center... 1.50  
**Jean Cayeux** A soft, smooth, light buff, "coffee colored" or Havana brown... .40  
**Jean Neale** Dainty light pink, medium size. Edges petals frilled. Roots small... .25  
**Jean Siret** A yellow dwarf. Very early. In many sections it blooms also in fall... .25  
**Jerry** Perfectly formed, extremely brilliant red Iris. Fine... .25  
**Junaluska** A superb blending of rose, gold and copper, radiating an iridescent glow... 1.00  
**Lady Paramount** Large primrose... .60  
**Largo** New soft yellow blend. Falls overlaid marine. Ruffled... .25  
**Legend** Velvety claret-crimson self, brilliant gold beard... .25  
**Lieut. Chavagnac** Similar to Jean Siret in size and habits. Violet... .25  
**Los Angeles** Giant plicata. Great white flowers, edged blue and clear blue center... .25  
**Lucrezia Bori** Large yellow. S, cupped, broad and ruffled. F, long and flaring... 1.00  
**M. A. Porter** Large. S, dark blue. F, deep violet... .25  
**Maid of Astolat** Very large flowered blue and white plicata. White, blue throat... 1.00  
**Marco Polo** S, lustrous rose. F, brilliant crimson. Orange beard... 1.00  
**Marian Lapham** Clear rich pink toned... .15  
**Marquita** Luminous ivory yellow with falls heavily lined maroon. Large. Scarce... .50  
**Meldoric** Flowers are blue-black in effect. Very large... .25  
**Michelangelo** Another new color in Iris. The entire flower is a dark vinaceous gray... 2.00  
**Midwest Pride** S, violet. F, deeper violet... .25  
**Ministre F. David** S, silky red-purple. F, dark red-purple. A Mastodon!... .25  
**Mirasol** Rich golden yellow flowers, well formed... .25  
**Miss California** A beautiful and entirely distinct tone of pink. Large, tall, vigorous... 2.00  
**Morning Glory** Red-purple bicolor... .25  
**Mrs. Willard Jaques** A new cream blend similar to Noweta... 1.50  
**Naranja** One of the most talked-of Iris originations. A large flowered yellow with a distinct orangy overcast on the falls. Decidedly and delightfully different... .75  
**Nassak** Large, tall plicata. White with blue stitchings... .75  
**National Prosperity** S, violet-blue. F, deep blue tinged violet... .35  
**Natoma** S, pinkish cinnamon. F, a bronze and rose blend... .35  
**Nene** S, lilac. F, wine red. Gigantic plant. Immense flowers... .25  
**Noweta** Exquisite melting creamy pink. Frilled... .25  
**Omaha** Combination of coppery pink and cinnamon... .25  
**Ossar** A new glowing blackish red self. Medium size... 1.00

**Ozone** Bluish violet self with pinkish sheen. Brown haft. White beard tipped orange. Large... 1.00  
**Peaches** Striking blend of peach, apricot and orange... .25  
**Persia** S, smoky blue. F, bright blue. Unique coloring... .20  
**Petruchio** Carmine and red-brown, with golden beard... .20  
**Portola** S, yellow. F, chestnut red, edged yellow... .50  
**President Pilkington** A blend buff, S and F of lavender-blue... .25  
**Rameses** A symphony in rose, pink and buff... .20  
**Red Dominion** Deep red standards, red falls, near black... .25  
**Retta** A dainty pink of Noweta coloring. Roots small... .25  
**Rubeo** S, deep glistening rose. F, deep maroon. A giant... .35  
**Rusty Gold** A bronzy orange blend. A novelty... .25  
**Sacramento** White, edged red and purple. Unusual... .25  
**Sandlewood** S, vinaceous fawn. F, army brown... 1.00  
**San Diego** Immense deep rich regal blue. Scarce... .35  
**San Francisco** White. S, and F, edged lavender... .15  
**Selene** Extra large white. A real giant. Perfectly hardy... .20  
**Sensation** Gigantic cornflower, blue self. Beautiful... .25  
**Sequoiah** Gorgeous combination red-buff and yellow... .30  
**Sierra Blue** Clear enamel-like blue. Big and stately... .40  
**Sir Launcelot** A chestnut-red. Golden haft... .50  
**Sir Michael** S, lavender. F, purple, suffused red... .25  
**Snowking** A new large white by Hans Sass... 1.25  
**Southland** A new intermediate of ohrome yellow... .25  
**Southern Cross** From New Zealand. S, fawn, shaded purple. F, auburn-red... 1.50  
**S. Gaudichau** Deep velvety violet. Old but good... .25  
**Spokan** S, glowing red-brown, falls deeper shade. Large... .40  
**Spring Cloud** A plicata. White veined blue... .40  
**Spring Maid** Clear rose-pink. Honey flush... .25  
**Striped Leaves** Flowers blue, of medium size. Leaves striped, making the plant ornamental and attractive all season... .50  
**Suntan** S, deep glistening gold. F, rich brown... .35  
**Taos** "As colorful as an Indian blanket." A blend of yellow and coppery-red, effect of russet-red... .50  
**Thuratus** Black purple self. One of the darkest Iris... .25  
**Trail's End** S, yellow overlaid orange-red. F, "remind one of the berry of bitter-sweet after it has been touched by frost"... .20  
**Treasure Island** Gigantic, clear yellow... 2.00  
**Venus de Milo** A white that's white. Large... .25  
**Waconda** Deep fuchsia red. Large. Brilliant... .25  
**War Eagle** S, bright red purple. F, red purple with black shading. Brown stripes on haft. Big... .25  
**Wellington** From New Zealand. S, rose-purple. F, deep plum red... 1.50  
**Wm. Mohr** The little plant with gigantic blossoms. Lilac, veined purple. Plants and roots small, but flowers immense... .25  
**Wine Glory** A combination of red, purple, violet and other shades. Striking... .40  
**Winneshiek** Deepest blue, which does not fade... .25  
**Zaharoon** Blend of amber, buff, yellow, fawn, violet... .25

## YOUR OWN COLLECTION

Browse through the Groups "A" to "G" and make up Collections yourself at the very special GROUP prices.

## GROUP "A"

Your choice, alike or assorted (Each Kind Labeled)

5 for 60c (Prepaid) 10 for \$1.00  
Clara Noyes Petruchio  
Desert Dawn Rameses  
Golden Flare San Francisco  
Marian Lapham Sequoiah  
Persia Trail's End

## GROUP "B"

Your choice, alike or assorted (Each Kind Labeled)

5 for \$1.00 (Prepaid) 27 for \$4.00  
12 for 2.00 34 for 5.00  
Alta California Meldoric  
Amentl Midwest Pride  
Buechley's Giant Mirasol  
Black Wings Nene  
Blue Velvet Noweta  
Buto Omaha  
Claude Aureau Petruchio  
Crystal Beauty Pres. Pilkington  
Dauntless Red Dominion  
Depute Nomblot Retta  
El Capitán Rusty Gold  
Eleanor Roosevelt Sacramento  
Eros Selene  
Ethelwyn DuBuar Sensation  
Evolution Sir Michael  
Grace Sturtevant Southland  
Happy Days S. Gaudichau  
Indian Chief Spring Maid  
Irma Pollock Thuratus  
Jean Siret Trail's End  
Jerry Venus de Milo  
Largo Waconda  
Legend Wm. Mohr  
Los Angeles War Eagle  
M. A. Porter Zaharoon

## GROUP "C"

Your choice, alike or assorted (Each Kind Labeled)

4 for \$1.00 (Prepaid) 15 for \$3.00  
(Not More Than 5 of Any One Kind)  
Amentl Meldoric  
Black Douglas M. F. David  
Blue Monarch Nat. Prosperity  
Blue Triumph Natoma  
Capri Rubeo  
Dore Southland  
Dymia Spokan  
Eleanor Blue Suntan  
Gudrun Wine Glory

## GROUP "D"

Your choice, alike or assorted (Each Kind Labeled)

3 for \$1.00 (Prepaid) 13 for \$4.00  
(Not More Than 5 of Any One Kind)  
Burning Bronze Sierra Blue  
California Gold Sir Lancelot  
Cheerio Spring Cloud  
El Tovar Taos  
Portola

## GROUP "E"

Your choice, alike or assorted (Each Kind Labeled)

2 for \$1.00 (Prepaid) 5 for \$2.00  
(Not More Than 5 of Any One Kind)  
Amentl Naranja  
Far West Nassak  
Lady Paramount Striped Leaves

## GROUP "F"

Your choice, alike or assorted (Each Kind Labeled)

3 for \$2.00 (Prepaid) 10 for \$6.00  
(Not More Than 3 of Any One Kind)  
Beowulf Destiny  
Brunhilde Lucrezia Bori  
Copper Lustre Ozone

## GROUP "G"

Your choice, alike or assorted (Each Kind Labeled)

2 for \$1.80 (Prepaid) 6 for \$4.80  
(Not More Than 3 of Any One Kind)  
Elkhart Ossar  
Junaluska Sandlewood  
Marco Polo Southern Cross  
Michelangelo Wellington

**This List Replaces All Previous Offers**



# No Tulips No Hyacinths

As reported in our Summer Iris folder, we doubted if these bulbs, also Crocus, would arrive from Holland, where they have been grown for us for many years.

Now we have no hope whatever of delivery. Tough luck for our customers, ourselves, and still worse for our Holland growers.

**WHAT'S A GOOD SUBSTITUTE?** Nothing quite fills the bill, but Iris will help a lot. More Iris. Better Iris.

**Funny thing about Iris.** Most people plant only one root of a kind. In a few years that will produce a fine showing. But why wait years when you can get a dazzling display right away next spring?

**The way to do this** is to plant three or more roots of a variety, in a clump, group, colony, bed or row. Special directions will be sent with orders, telling how to do this.

**Few people plant only one Tulip bulb of a kind.** They buy and plant 5, 10, 25 or more of a variety or color.

**Let's think of Iris planting in terms of Tulips,** for a change. And here's where we can help a lot.

## Special Prices for "ROW RUN" Iris Roots

We have a good supply of 44 very good but inexpensive varieties. The special prepaid prices below are for these roots taken as they run in the rows.

Not much different from our standard divisions, but specially priced because we need not grade so closely as to size and appearance.

Practically every root will bloom. Even the standard divisions sent out by all growers are not sure to bloom the first year, though usually do. But planted in clumps, groups, beds or rows, you get an abundance of blooms anyhow, the very first year from these "row run" roots.

In fall, Iris roots may be trimmed closely, both tops and roots. A closer hair cut is not only permissible, but advisable in the fall and the long "Russian beard" stringy roots are due for drastic trimming.

First thing I do when planting Iris in the fall is to cut these roots back a lot. By doing this trimming before packing we save parcel post or express costs. Another reason for lower prices on "row run" roots.

## IRIS - "Row Run" - Prepaid

	3 of a Kind	5 of a Kind	10 of a Kind	25 of a Kind
Alta California .....	\$0.45	\$0.70	\$1.30	\$2.75
Amentil .....	.50	.75	1.40	3.00
Black Douglas .....	.55	.75	1.40	3.00
Black Wings .....	.50	.75	1.40	3.00
Blue Triumph .....	.55	.75	1.40	3.00
Blue Velvet .....	.45	.70	1.30	2.75
Buto .....	.45	.65	1.10	2.00
Capri .....	.60	.90	1.60	3.50
Claude Aureau .....	.45	.70	1.30	2.75
Desert Dawn .....	.35	.50	.80	1.75
Dymia .....	.60	.90	1.60	3.50
El Capitan .....	.50	.80	1.50	3.25
El Tovar .....	1.20	1.80	3.00	6.00
Eth. DuBuar .....	.45	.70	1.20	2.50
Evolution .....	.45	.70	1.30	2.75
Golden Flare .....	.35	.50	.80	1.75
Indian Chief .....	.45	.70	1.20	2.50
Largo .....	.45	.70	1.20	2.50
Legend .....	.55	.80	1.40	3.00
M. A. Porter .....	.35	.50	.80	1.75
Marion Lapham .....	.35	.50	.80	1.75
Meldoric .....	.45	.70	1.30	2.50
M. F. David .....	.45	.70	1.30	2.50
Mirasol .....	.40	.55	.90	2.00
Naranja .....	1.20	1.75	3.20	7.00
Natoma .....	.60	.90	1.60	3.25
Nene .....	.45	.70	1.20	2.25
Noweta .....	.45	.75	1.30	2.75
Omaha .....	.45	.70	1.20	2.50
Persia .....	.40	.55	.90	2.00
Petruchio .....	.45	.65	1.10	2.25
Pres. Pilkington .....	.40	.55	.90	2.00
Rusty Gold .....	.40	.55	.90	2.00
Sacramento .....	.40	.55	.90	2.00
Selene .....	.45	.70	1.20	2.50
Sir Michael .....	.40	.55	.90	2.00
Southland .....	.50	.75	1.40	3.00
Spokane .....	.60	.90	1.50	3.25
Theratus .....	.40	.60	1.10	2.00
Trail's End .....	.35	.50	.80	1.75
Waconda .....	.40	.60	1.10	2.00
War Eagle .....	.45	.70	1.30	2.25
Winnesheik .....	.45	.70	1.30	2.25
Zaharoon .....	.50	.75	1.40	2.50

# If Some IRIS Sold Out

**NOTICE:** Our Iris list, revised for FALL, 1940, contains only such varieties as we expect to have for shipment until well into November. BUT, if any sold out, we will send something else "just as good"—or better.

## Double Peonies

	Each
ALICE HARDING. Creamy white.....	\$3.00
AVALANCHE. Large ivory white.....	.50
EDULIS SUPERBA. The early rose-pink..	.50
ELWOOD PLEAS. Immense shell pink..	.50
FANNY CROSBY. Large blush guard petals, with central globe of yellow petals.	1.50
FRANCES WILLARD. Creamy white....	1.00
GRANDIFLORA. Large silvery pink....	1.00
HANSINA BRAND. Mammoth pink....	3.00
HAZEL KINNY. Blush pink. Good stems.	2.50
HENRY AVERY. Pink. Creamy collar..	1.00
JUBILEE. Immense white. Lovely.....	.75
JUDGE BERRY. Pink, yellow stamens..	1.00
KARL ROSENFELD. Rich crimson....	.50
KEIWAY'S GLORIOUS. Immense white.	2.00
LA FEE. Magnificent rose-pink.....	1.50
LE CYGNE. (The Swan.) Large white..	1.50
LONGFELLOW. Snappy red. Splendid..	.75
LUBITA PFEIFFER. Hydrangea pink..	1.00
MARTHA BULLOCK. Large rose-pink. Fine when does well, but not dependable.	1.00
MARY SHAYLOR. Lovely shell pink....	.75
M. JULES ELIE. Giant deep pink.....	1.00
M. MARTIN CAHUZAC. Deep maroon....	1.50
MRS. A. G. RUGGLES. Late light pink..	1.50
MRS. A. M. BRAND. Fine pure white....	3.00
MRS. EDW. HARDING. Pure white.....	1.50
MRS. FRANK BEACH. Ivory White....	3.00
MRS. J. M. KLEITSCH. Violet-rose....	3.00
MYRTLE GENTRY. Salmon-pink.....	3.00
NIMBUS. Lovely, large, late white.....	1.00
OCTAVIA DEMAY. Early light pink....	.50
OFFICINALIS EUBRA. Earliest red....	.50
PHILIPPE REVOIRE. Dark crimson....	2.50
PREES. WILSON. Soft rose. Large.....	2.00
RICHARD CARVEL. Brilliant crimson..	1.00
RENIE HORTENSE. Grand rose-pink....	.75
SARAH BERNHARDT. Apple blossom....	.75
SOLANGE. Cream pink, tinted brown....	.75
SOUV. DE L'EXPOSITION. Violet-rose..	.75
THERESE. Enormous soft pink.....	1.00
WALTER FAXON. Salmon shell-pink... 1.00	

## \$3.00 Peony Collection

One Each, Labeled, Prepaid	
Edulis Superba	Mary Shaylor
Karl Rosenfeld	Mrs. Harding
Elwood Pleas	Solange
Total Value, \$4.50	
Special, Prepaid, \$3.00	

## \$4.00 Peony Collection

One Each, Labeled, Prepaid	
Elwood Pleas	Longfellow
Grandiflora	Octavia Demay
Jubilee	Renie Hortense
Le Cygne	S. D. L'Exposition
Total Value, \$6.50	
Special Price, Prepaid, \$4.00	

## \$5.50 Peony Collection

One Each, Labeled, Prepaid	
Frances Willard	Mons Jules Elle
Grandiflora	Therese
Keiway's Glorious	Solange
M. Martin Cahuzac	Walter Faxon
Total Value, \$9.25	
Special, Prepaid, \$5.50	

## Peony Quantity Prices

Any six	50c Peonies for.....	\$2.40
Any two	75c Peonies for.....	1.30
Any two	\$1.00 Peonies for.....	1.70
Any two	\$1.50 Peonies for.....	2.50
Any two	\$2.00 Peonies for.....	3.25
Any three	\$2.50 Peonies for.....	6.00
Any two	\$3.00 Peonies for.....	4.80

## Peony Special

You name the COLORS. We select the VARIETIES. Good kinds.

**SPECIAL PRICES** if you name the COLOR ONLY: 3 for \$1.00, 10 for \$3.00. Prepaid.



## Narcissus Bulbs

For Either Pots or Garden

All Prepaid in U. S. A.—All Labeled

<b>King Alfred</b>	Largest of all Trumpet varieties. Deep yellow. Frilled. 2 for 25c. 10 for.....	\$1.00
<b>Emperor</b>	Like Victoria, but entire flower is pure golden-yellow. 3 for 25c. 10 for.....	.70
<b>Victoria</b>	Trumpet. Yellow; petals white. Large. 3 for 25c. 10 for.....	.70
<b>Poeticus Ornatus</b>	White petals, yellow cup. (Bulbs small.) 4 for 25c. 10 for.....	.50
<b>Von Slon</b>	The yellow double daffodil. 3 for 25c. 10 for.....	.70
<b>Paper Whites</b>	For indoors. Bloom in water. Not the inferior "bargain size." Strong bulbs. 4 for 25c. 10 for.....	.50

## Fragrant Freesias

<b>WHITE PURITY STRAIN.</b>	10 for 25c. 25 for 50c. 100 for.....	1.00
<b>RAINBOW MIXED.</b>	Colored Freesias, mixed. 10 for 30c. 25 for 60c. 100 for...	2.00

## Good HARDY PERENNIALS

All Plants and Roots Prepaid in U. S. A. Set these out in September in most localities. Early October O. K. in many places.

**Statice** (Sea Lavender.) Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Field Grown Blooming Size Roots, 3 for 50c; 7 for \$1.00. Prepaid.

**Columbine** **ROCKY MOUNTAIN** one-year seedlings. Should bloom fine early next Spring. 3 for 50c; 7 for \$1.00. Prepaid.

**Columbines** **"RAINBOW BLEND"** **ROOTS.** Good year old seedlings, mixed colors only. 4 for 50c; 9 for \$1.00; 20 for \$2.00. Prepaid.

## LILY OF THE VALLEY

**LILY OF THE VALLEY** answers that question: "What can I grow in shade or partial shade?" Thrives also out in the open. Clumps make 30 or more roots. Plant any time before ground freezes. Clump, \$1.00. Prepaid.

## Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.

The blossoms are of violet color, often delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results.

**SPECIAL** Half clump 50c; Clump 80c; 2 clumps \$1.40, prepaid in U. S. A.





## ID Sez, Sez 'e

Last summer I looked ahead, and guessed that our Holland growers of Tulips and Hyacinths might be unable to deliver orders we placed for these bulbs last February.

I suggested Iceland Poppies as pinch-hitters for Tulips, and listed the seed in our summer folder. Many acted on my suggestion. Thanks for the orders and contributions. But germinating such tiny seeds in hot weather is difficult.

"How does your garden grow?" Especially those Iceland Poppies? There are times or occasions when I have a yen to do something real special for customers who have acted on my suggestions, but for some reason have not succeeded and gotten their money's worth.

This is one of them. The danger is, however, that these and other customers may think we can and should make such an offer apply to everything we sell. That doesn't make sense, if you think it over.

To Iceland Poppy buyers who took my advice and planted seed before this FALL folder is released, I make this offer:

If you failed to get a nice little flock of Iceland plants, drop us a postcard, and we will refill your order, with the suggestion that you plant some of it very late this fall, and save some of the seed to sow early next spring. With this double-barreled planting barrage you can't fail to have lovely flowers in bloom in spring or early summer.

Yes, yes, I know I'm giving a lot of space to talks about fall planting of flower seeds. I know also that the total amount of money these special fall orders may bring us will not justify the cost of this space.

But it does make me sad to see enthusiastic gardeners do things the wrong way, and fail. Impossible for us to give detailed suggestions for all garden operations, either in catalogues, folders, or otherwise. But we have done a lot along this line the past 33 years. What more we do must be in our printed suggestions. Cannot give special instructions by letter. Please do not expect it.

Having started this fall sowing conversation I'm giving it the right of way, to the exclusion of many other subjects.

Just one thing more—maybe two. I know you may say, "Why wait so late to sow the seed. Nature drops seed from plants sooner." My answer is that I don't have the answer, for sure. But sometimes I'm a good guesser. In the first place, many seeds do not germinate when fresh. Some do. Some don't. Thus seeds dropping from plants in your garden may lie dormant until too late to germinate until spring. In the second place, there may not be enough moisture to germinate the seed when it falls. It may not get covered until soil or light trash is blown in and covers.

Be sure to protect space sown to seeds late in fall, with excelsior, straw, or trash of some kind, to prevent soil and seed blowing away. Remove EARLY in spring.

Changing the subject, or getting back to the IRIS subject, you may say Iris blooms do not look enough like Tulips to justify planting Iris in place of Tulips. Maybe so. But unless you've seen some of the improved Iris you haven't seen nuthin' yet that glorifies the garden in spring.

In all my travels, and I used to travel a whale of a lot, I seldom saw any other Iris in the average home gardens than the old common varieties. And these generally allowed to become so thick that they bloomed very grudgingly, if at all.

My advice to you is to do something drastic about this Iris business, if so be your space is cluttered up with gobs and gobs of out-moded varieties. Dig out and discard all but the very few of the old kinds that are really fine. Thin those out. Throw the roots on the compost heap. Or give to those who can't afford to buy any Iris at all. Do not get me wrong. Even the old kinds are better than none.

But give yourself a treat, by planting the newer, many now not expensive, kinds of Iris. Change the location, or change the soil if prefer Iris in same location. Tote the old Iris soil back into the vegetable garden and trade it for soil from that precinct. That's all there is to it.

And do try the plan of setting out some of your new Iris in clumps of 3 or more in a place, for a grand spot of bloom right away the first season.

Our special "ROW RUN" offer will help you hold down expense of this plan. I'm a poor salesman. I probably leaned over backwards in suggesting that not all Row Run roots will bloom. If they don't average blooming as well as many I've bought at high prices I'll be surprised. Anyhow, take a "Long chance." Order some Row Run. And SOON. I think some will sell out early.

Wild Cucumber is an annual. But often self sows. As useful as though hardy.

Most forgot to remind you that since no Tulips and Hyacinths, you will find NARCIS-SUS very delightful as substitutes. King Alfred is grandest of all. Victoria similar to but better than Empress.

## Flower Seeds to Sow Late This Fall

Fall planting of flower seeds is becoming more and more a part of the home garden problem and pleasure. Garden magazines have given considerable space to talks on planting seeds in fall.

The plan has merit, if you get the right idea. But be sure you DO get the right idea. Perennials and biennials are usually sown along in August, in addition to spring and early summer sowing. Often difficult to germinate seeds in hot weather, and to save the tiny plants if and when they do show up.

Such seeds should be sown early enough in late summer or early fall to insure sturdy little plants that can live over winter. The time for sowing varies greatly depending on locality and climate. But in most places middle September is about latest date for sowing with a view to producing plants that will not winter kill. In fact, is a little late for most hardy flowers.

Wait until very late in fall if seeds not sown before Sept. 15th. Now this is the important idea, and for the sake of your own success, don't miss it. The idea is to sow the seed so late that it will not start to germinate before spring. Keep mulling that over in your head and you will at least start right.

Vital point regarding sowing of ANNUAL flower seeds is not to sow early enough in fall that they will begin to grow before winter. Therefore, have your seeds on hand, and keep your eye on the calendar.

Delphiniums and Columbines do especially well if seed sown real late in fall. Many of the Delphiniums will bloom freely the next summer. This is true of California Poppies, Iceland Poppies, Snap Dragons and some other perennials and biennials. Well worth trying.

Catch this secret. Sow your flower seeds late in fall the usual way in well prepared soil. Then protect the bed by spreading straw, hay, excelsior torn fine and flaky, corn stalks, or any old trash, held in place with poultry wire well staked down, or brush—anything that will prevent the winds from blowing away the soil and seed. Remove covering early spring.

### SEEDS OF HARDY PLANTS

	Pkt.
ANCHUSA (Dropmore). Tall blue.....	15c
BOLTONIA. Lavender-pink.....	10c
CALIFORNIA POPPY. Golden West.....	10c
CALIFORNIA POPPY. Mixed colors.....	10c
CALIFORNIA POPPY. See catalogue.	
COLUMBINE. Rocky Mt. (½ oz., 35c).....	10c
COLUMBINE. Rainbow Mixed.....	25c
DELPHINIUM. Long's Special Mixed.....	40c
DELPHINIUM. Wrexham Type—Mixed.....	30c
DELPHINIUM. Pacific Giants Mixed.....	35c
DELPHINIUM. Blackmore-Langdon.....	25c
DELPHINIUM. Gold Medal Hybrids.....	15c
DELPHINIUM. One each above five.....	90c
ENGLISH DAISIES. Pink or white.....	10c
FOX GLOVE. Giant mixed.....	10c
GEUM (Mrs. Bradshaw). Scarlet.....	10c
GEUM (Lady Stratheden). Yellow.....	10c
GYPHOPHILA. White (25% double).....	25c
HOLLYHOCK. Any color or Mixed.....	10c
ICELAND POPPIES. Sanford Giants.....	15c
ICELAND POPPIES. See catalogue.	
ORIENTAL POPPY. Giant scarlet.....	10c
FANSY. Super-Giants Mixed.....	25c
FANSY. Mile High Monsters Mixed.....	25c
FANSY. Swiss Giants Mixed.....	10c
ROCK GARDEN. Perennials Mixed.....	20c
SHASTA DAISY. Improved white.....	10c
SNAP DRAGONS. Giant Mixed.....	10c
SNAP DRAGONS. Separate colors.....	10c
STATICE (Sea Lavender). Blue.....	10c
SWEET PEAS. Perennial Mixed.....	10c
SWEET WILLIAM. Single Mixed.....	5c
SWEET WILLIAM. Double Mixed.....	10c
SWEET WILLIAM. Johnson's Giants.....	10c
WILD CUCUMBER. Fast Climber.....	10c
WILD CUCUMBER. One ounce for.....	25c

<b>SPECIAL</b>	Any Three	
	10c Pkts. ....	25c
	Any Two	
	15c Pkts. ....	25c

### SEEDS OF ANNUAL PLANTS

	Pkt.
ALYSSUM. Carpet of Snow. 3 inches.....	10c
ALYSSUM. Little Dorrit. White.....	10c
ALYSSUM. Lilac Queen. Lovely.....	10c
BACHELOR BUTTON. Large Mixed.....	10c
BACHELOR BUTTON. Any Color.....	10c
BALSAM (Touch-Me-Not). Mixed.....	5c
CALENDULA. Best Kinds Mixed.....	10c
CALUNDA. Colors. See catalogue.	
CALLIOPSIS. Very showy.....	5c
CANDYTUFT. Pure White or Mixed.....	5c
CHINESE FORGET-ME-NOT. Blue.....	10c
BABY'S BREATH. White or Pink.....	10c
BABY SNAPDRAGON. See Linaria.	
COSMOS. Early Giants Mixed.....	10c
COSMOS. Sensation Strain Mixed.....	10c
COSMOS. Colors. See catalogue.	
EVERLASTING (Straw Flower). Mixed.....	10c
FOUR O'CLOCKS. Mixed (oz. 20c).....	5c
KOCHI. Mex. Fire Bush. Turns Red.....	10c
LARKSPUR. Beautiful Blend—Mixed.....	10c
LARKSPUR. Separate Colors.....	10c
LINARIA. Cute Little "Snaps" Mixed.....	10c
LUPINE. Dark Blue, Rose or Mixed.....	10c
MARIGOLDS. Gold Medal Blend.....	10c
MARIGOLDS. Colors. See catalogue.	
PETUNIAS. Fine Mixed Bedding.....	10c
PETUNIAS. Colors. See catalogue.	
PINKS (Dianthus). Mixed.....	10c
POPPIES. Peony Flowered Mixed.....	10c
POPPIES. Colors. See catalogue.	
ROCK GARDEN Annals Mixed.....	10c
VERBENAS. Mammoth Mixed.....	10c
VERBENAS. Colors. See catalogue.	
"HIT-OR-MISS" Annals Mixed.....	10c

<b>SPECIAL</b>	Any three 10c Pkts. .... 25c
	NOTICE: "See Catalogue" means other kinds or colors in 1940 Spring Catalogue. Copy free.

## LONG'S GARDENS



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